

IN THE CLAIMS

Please cancel claims 1 – 3 and add new claims 4-22 as follows:

4. An automated media content submission and distribution network for use in clearing television network advertisements comprising:
- a job submission system disposed at a submitting organization and adapted to submit an advertising clearance job including digital job content corresponding to one or more clearance items selected from the group consisting of advertising substantiation documentation, advertising scripts, advertising storyboards, pre-production advertising video and/or audio, post-production advertising video and/or audio, and client job messages;
- a host system including a content management system adapted to receive the digital job content from the job submission system and to provide at least one clearance organization with access to the digital job content;
- a job access system disposed at the at least one clearance organization involved in clearing the television network advertisements, the job access system including software for reviewing the one or more clearance items submitted to the host system through the job submission system.
5. An automated media content submission and distribution network according to claim 4, wherein said job submission system is adapted to submit at least one job characterization identifier as part of said digital job content to said host system, said job characterization identifier being a job characterization identifier selected from the group consisting of a new order identifier, a re-submitted order identifier, and a

preliminary approval request order identifier.

6. An automated media content submission and distribution network according to claim 4, wherein said host system comprises:

a feedback system adapted to receive feedback data from said clearance organization through said job access system, said feedback data indicative of at least one feedback item selected from the group consisting of approval of one or more portions of said digital job content, refusal to approve one or more portions of said digital job content, and refusal to approve one or more portions of said digital job content pending further information;

said host system providing providing access of said feedback data to said submitting organization via said job submission system.

7. An automated media content submission and distribution network according to claim 4, and further comprising a billing system adapted to track usage of said host system by at least one of said submitting organization and said clearance organization and to generate billing data based on said usage.

8. An automated media content submission and distribution network according to claim 7, wherein said billing system is transaction-based.

9. An automated media content submission and distribution network according to claim 7, wherein said billing system is information storage-based.

10. An automated media content submission and distribution network according to claim 7, wherein said billing system is video processing usage-based.
11. An automated media content submission and distribution network according to claim 10, wherein said video processing usage comprises uploading a video data file from said submitting organization, and encoding said video data file.
12. An automated media content submission and distribution network according to claim 4, wherein said digital job content comprises digital video and wherein said host system compresses said digital video for access by said job access system.
13. An automated media content submission and distribution network according to claim 4, wherein said host system is adapted to selectively allow or deny access to said clearance items by one or more clearance organizations.
14. An automated media content submission and distribution network according to claim 4, wherein said digital job content comprises metadata fields identifying the types of clearance items included in said digital job content.
15. A media content submission and clearance communication network comprising:
a first client system adapted to allow a first organization to provide login data over one or more communication links for authentication of the identity of the first organization,

job access data for identifying at least a second organization that is to be given access to digital job content submitted by the first organization,

the job content including one or more items selected from the group consisting of advertising substantiation documentation, advertising scripts, advertising storyboards, pre-production advertising video and/or audio, post-production advertising video and/or audio, and client job messages;

a second client system disposed at the second organization, the second client system adapted to allow entry of login data over one or more communication links for authentication of the identity of the second organization; and

a host system including a content management system adapted to receive the login information and digital job content from the first client system and to provide the second organization with access to the digital job content received from the first client system based on the login data provided through the second client system.

16. A network according to claim 15, wherein said first client system is adapted to submit at least one characterization identifier as part of said digital job content to said host system, said characterization identifier being a characterization identifier selected from the group consisting of a new order identifier, a re-submitted order identifier, and a preliminary approval request order identifier.

17. A network according to claim 15, wherein said host system comprises:
a feedback system adapted to receive feedback data from said second organization through said second client system, said feedback data indicative of at least one feedback item selected from the group consisting of

approval of one or more portions of said digital job content,
refusal to approve one or more portions of said digital job content, and
refusal to approve one or more portions of said digital job content pending further
information; and

said host system providing providing access of said feedback data to said first organization
through said first client system.

18. A network according to claim 15, wherein said host system comprises a billing system
adapted to track and bill for usage of said network by at least one of said first and
second organizations.

19. A network according to claim 18, wherein said billing system is transaction-based.

20. A network according to claim 18, wherein said billing system is information storage-
based.

21. A network according to claim 18, wherein said billing system is based on video
processing usage.

22. A network according to claim 21, wherein said video processing usage comprises
uploading a video data file from said first client system, and encoding said video data
file.

23. A method for clearing television advertisement content comprising:

submitting a clearance job over an electronic communications network, the clearance job including digital job content corresponding to one or more items selected from the group consisting of advertising substantiation documentation, advertising scripts, advertising storyboards, pre-production advertising video and/or audio, post-production advertising video and/or audio, and client job messages, the digital job content further comprising data identifying one or more clearance organizations that are to be granted access to the one or more items of the digital job content;

receiving the digital job content over the electronic communications network and electronically identifying the one or more clearance organizations that are to be given access to the digital job content;

granting access to the one or more items of the digital job content to the one or more clearance organizations over the electronic communications network.

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24. A method according to claim 21, comprising the further steps of:

sending a job characterization identifier as part of said digital job content over said communications network, said job characterization identifier being a job characterization identifier selected from the group consisting of a new order identifier, a re-submitted order identifier, and a preliminary approval request order identifier.

25. A method according to claim 21, comprising the further steps of:

receiving feedback information from said one or more clearance organizations over said communications network, said feedback information being indicative of at least one of the following items:

approval of at least a portion of said digital job content,
refusal to approve at least a portion of said digital job content, and
refusal to approve at least a portion of said digital job content pending further
information.

26. A method according to claim 21, comprising the further steps of:
tracking one or more usage parameters indicative of a degree of usage of the
communications network by at least one of said first and second organizations, said one or
more usage parameters being selected from the group consisting of transaction-based usage,
information storage-based usage, and video processing usage; and
generating billing data based on said usage.

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27. A media content submission and distribution network for use in clearing
advertisements comprising:
a job submission system adapted to submit a clearance job including digital job content
corresponding to one or more clearance items selected from the group consisting of
advertising substantiation documentation, advertising scripts, advertising storyboards,
pre-production advertising video and/or audio, post-production advertising video
and/or audio, and client job messages;
a host system including a content management system adapted to receive the digital job
content from said job submission system;
a job access system for accessing the one or more clearance items through the host system.

28. A media content submission and distribution network according to claim 27, wherein said job submission system is adapted to submit at least one job characterization identifier as part of said digital job content to said host system, said job characterization identifier being a job characterization identifier selected from the group consisting of a new order identifier, a re-submitted order identifier, and a preliminary approval request order identifier.
29. A media content submission and distribution network according to claim 27, wherein said host system comprises:
- a feedback system adapted to receive feedback data from said clearance organization through said job access system, said feedback data indicative of at least one feedback item selected from the group consisting of
- approval of one or more portions of said digital job content,
- refusal to approve one or more portions of said digital job content, and
- refusal to approve one or more portions of said digital job content pending further information;
- said host system providing providing access of said feedback data to said submitting organization via said job submission system.
30. A media content submission and distribution network according to claim 27, and further comprising a billing system adapted to track usage of said host system by at least one of said submitting organization and said clearance organization and to generate billing data based on said usage.

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31. An automated media content submission and distribution network according to claim 30 wherein said billing system is transaction-based.
 32. A media content submission and distribution network according to claim 30, wherein said billing system is information storage-based.
 33. A media content submission and distribution network according to claim 30, wherein said billing system is video processing usage-based.
 34. A media content submission and distribution network according to claim 33, wherein said video processing usage comprises uploading a video data file from said submitting organization, and encoding said video data file.
 35. A media content submission and distribution network according to claim 27, wherein said digital job content comprises digital video and wherein said host system compresses said digital video for access by said job access system.
 36. A media content submission and distribution network according to claim 27, wherein said host system is adapted to selectively allow or deny access to said clearance items by one or more clearance organizations based on data received from said job submission system.
 37. A media content submission and distribution network according to claim 27, wherein said digital job content comprises metadata fields identifying the types of clearance

items included in said digital job content.
